

## Sarah Chen

Marketing Manager · BuildFlow

### LITERACY LEVEL






Practicing

### YOUR PROFILE

#### Vague Prompter — Strong instincts, imprecise execution

Sarah's prompts are too generic to consistently get strong outputs from AI tools. She is comfortable using AI day-to-day, but tends to spend more time editing and rewriting AI responses than it would take to give the model the right context up front. The result is good-enough output that hides how much faster and sharper her work could be.

### SKILL DIMENSIONS

Context Setting		1.6/2
Specificity		1.2/2
Iteration		1.8/2
Output Evaluation		1.0/2
Responsible Use		1.4/2

### PROMPT EXAMPLES

#### WEAKER PROMPT

*"Write me a launch email for our new product management tool."*

#### STRONGER PROMPT

*"Write a 180-word launch email to mid-market marketing managers (existing customers, not yet using the new analytics dashboard). Voice: direct, confident, no jargon. Lead with the specific problem the dashboard solves — that campaign ROI is usually locked in three different tools. Include one proof point (beta customers saw 40% faster reporting) and a single CTA to book a 15-minute walkthrough. Skip the "we're excited" opener."*

The weaker prompt leaves every decision to the model — audience, length, tone, structure, angle, CTA. You'll get a generic output that needs heavy editing. The stronger prompt specifies audience, length, voice, lead, proof point, and CTA up front. A new hire could write the email from it; so can the AI.

01

**Adopt a standard prompting framework**

Your context and specificity scores (1.6 and 1.2 out of 2) are the bottleneck. A structured prompt format — Context, Objective, Role, Examples — lifts first-pass quality without adding meaningful time.

For every AI prompt this week, write at least two sentences of context and one concrete example before asking for the output. Track how often you need a second attempt.

02

**Build a verification habit for AI outputs**

Output evaluation is your weakest dimension (1.0 / 2). In the assessment you missed a fabricated competitor statistic and a misattributed quote — both the kind of error that reaches published work when not caught.

Before using any AI output, highlight every claim, name, number, and quote. Confirm or strike each one. Keep a tally of things you catch for two weeks.

03

**Challenge the first frame**

Your iteration score is strong (1.8 / 2), but in one task you refined inside a frame the model set rather than questioning the frame itself. High-judgment users stress-test the AI's framing before polishing the content.

For each AI output, ask the model to argue against its own answer and name its weakest assumption. Keep whichever framing survives.

## YOUR 30-DAY PLAN

**WEEK 1**

Adopt the Context-Objective-Role-Examples prompting framework. Apply it to every AI prompt this week. Aim for prompts that read like a tight creative brief, not a question.

**WEEK 2**

Run a verification pass on every AI output before you use it. Highlight every claim, name, and number. Confirm or strike each one. Track how many things you catch.

**WEEK 3**

Practice challenge prompts. After every AI answer, ask the model to argue the opposite case and identify its weakest assumption. Keep whichever framing survives.

**WEEK 4**

Re-take the Probe assessment. Target: move Specificity from 1.2 to 1.7+ and Output Evaluation from 1.0 to 1.5+. The other dimensions should hold.

## WATCH OUT FOR

Low output evaluation score (1.0 / 2) means AI-generated errors are likely to reach published work — especially time-sensitive items like campaign copy or exec briefings where there's no second reviewer.

Specificity gap (1.2 / 2) is costing real time. The minutes lost to editing AI responses add up to hours per week at your volume of AI-assisted output.

Sarah, you are further along than most people we assess. Your iteration score (1.8 / 2) is in the top quartile and your context-setting is genuinely solid. The two things holding you back — prompt specificity and output evaluation — are also the two most teachable skills on this entire assessment. Thirty focused days on the plan above should move you from Practicing to Proficient. The biggest unlock is not learning new AI tools; it is treating the tools you already use with more rigour.

**About this sample:** This report is based on fictional data and is provided to illustrate the structure and depth of a real Probe Learning Report. Actual reports include specific observations drawn from the participant's own responses, exact quotes from their submissions, confidence gap data tied to their exact answers, and a fully personalised 30-day development plan. No two reports are the same.